



ELITY ART UNVEILS "OTHERNESS": JOSIP MIJIĆ'S BOLD LEAP INTO COLOR AND IDENTITY



ELiTY Art presents "Otherness," a new exhibition featuring digital prints by artist Josip Mijić. This series marks a significant shift in Mijić's artistic approach, blending his visual art and graphic design backgrounds for the first time.

Mijić's works explore the concept of otherness through vivid colors and butterfly imagery, departing from his previous minimalist style. The prints examine the dual nature of feeling like the "other," which can range from feelings of isolation to self-assured individuality.

"Josip Mijić's 'Otherness' exhibition perfectly encapsulates our ethos 'We ART Differently,' says Elvira - co-founder of ELiTY Art. "We believe in celebrating the unique uncharted paths of creativity, in the power of self-expression and the beauty of individuality, with 'Otherness,' Josip Mijić masterfully captures the essence of feeling like the 'other' — a duality that oscillates between isolation and triumphant individuality,"

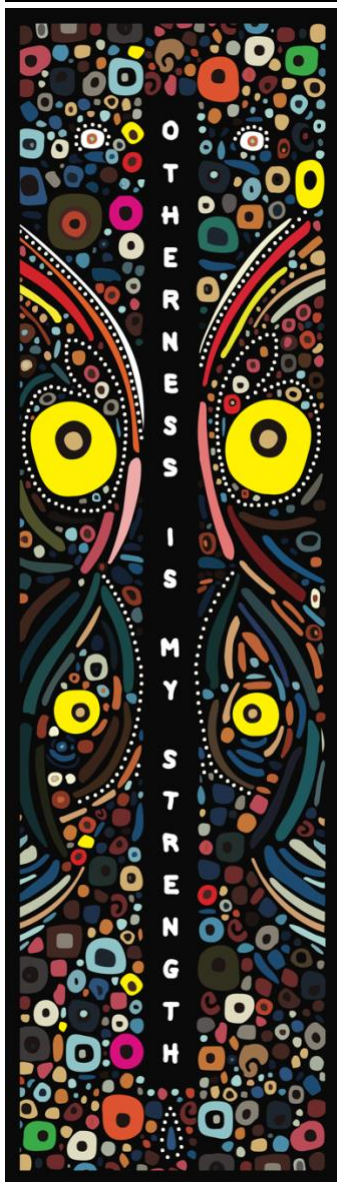
Curator Dora Derado Giljanović, PhD, notes: "In 'Otherness,' Mijić investigates how our interactions shape our identity. The works prompt viewers to consider both the alienating and empowering aspects of otherness in society."

"This series represents a turning point for Mijić," Giljanović adds. "By merging his artistic disciplines, he's expanding his creative boundaries and inviting new interpretations of otherness."

The exhibition features both color and black-and-white prints, highlighting the various facets of self and other.

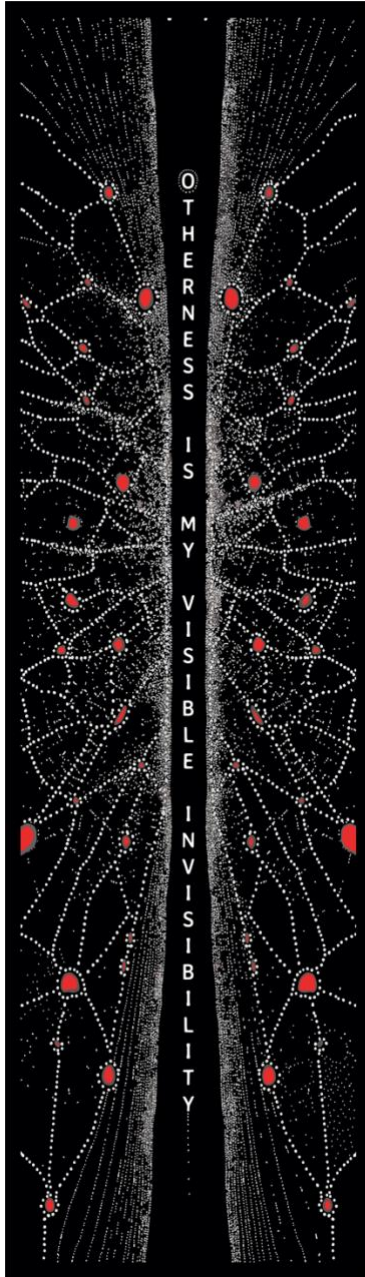
A recurring phrase, "otherness is my strength," underscores the exhibition's perspective on embracing one's unique identity.

In a bold move to engage the public, ELiTY Art will install a scrim on the scaffolding of a town house on 64th Street, and Park avenue, Manhattan, NY. The scrim, an enlarged version of one of the artwork





available in the gallery, convey the motto "Otherness Is My Strength." This public display aims to spark conversation and boost self-confidence among passers-by. By bringing art into the urban landscape, ELiTY Art invites New Yorkers to reflect on their own uniqueness and the strength found in diversity.



"This exhibition invites art enthusiasts to not only witness but also partake in this vibrant exploration," adds Tiffany - co-founder of ELiTY Art. "We are thrilled to offer collectors the exclusive opportunity to order customized artworks that resonate with their personal 'otherness.' Just reach out to us at ELiTY Art, and together, we'll transform your individuality into a stunning visual narrative".

The "Otherness" collection will be on display at ELiTY ART Gallery @ L'Appartement until December 31st, 2024, and is open to the public. Along with the exhibition, ELiTY Art has planned an exclusive online art experience, featuring a detailed walkthrough of the "Otherness" collection, guided by the artist himself.

To RESERVE for the online event, please email at info@elityart.com.

With ELiTY ART Gallery, the founders, Elvira & Tiffany break the boundaries of the tightly guarded world of art. They endeavor to nurture art lovers' affection of ownership and the sophistication that makes them unique.

ELiTY Art Gallery @ L'Appartement is open Monday to Saturday from 10 a.m. to 6 p.m.

Address: 5 East 57th Street, Floor 7, New York, NY, 10022

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For more information on the gallery and its artists and activities, please visit www.elityart.com